**Study Title:** Personality and Marketing

**Researcher(s):** Dr. Claire Hart (researcher), Dr. Sylwia Cisek (researcher), Natalie Berry (PhD research student), Libby Burton, Eloise Haydon, and Ourania Malekkou (final year undergraduate project students), and Laura Liddell (undergraduate Voluntary Research Assistant).

**Ethics/ERGO no: 63131**

**Version and date: Version 2, 25/03/2021**

*You are being invited to take part in the above research study. To help you decide whether you would like to take part or not, it is important that you understand why the research is being done and what it will involve. Please read the information below carefully and if you have any questions before taking part, please contact Natalie Berry at* [*nb9g14@soton.ac.uk*](mailto:nb9g14@soton.ac.uk)*.*

**What is the research about?**

We are researchers from the School of Psychology at the University of Southampton, UK. For this study, we are working in conjunction with a new marketing company, Axoloti, based in Southampton. Together, we are interested in examining the effects of personality on consumers’ purchasing decisions. This study was approved by the Faculty Research Ethics Committee (FREC) at the University of Southampton (Ethics/ERGO Number: 63131).

**What will happen to me if I take part?**

This online study involves completing a series of personality questionnaires before completing a consumer decision task. During this task you will be asked to look at pictures and read descriptions of pairs of different products and rate which product you prefer. All these products are currently being promoted by Marketing company, Axoloti. The study will take approximately **25 minutes** to complete. At the end of this study, you will be entered into a prize draw (if you so wish) to win one of the featured products. Should you wish to enter the prize draw, you will be redirected to another questionnaire to enter your email address so that the responses to the survey remain anonymous – that is, the research team will not be able to identify what answers you have provided. After the prize draw, all email addresses will be deleted and will be used for no other purpose than alerting the winners about their prize.

Participation in this study is fully voluntary and you have the right to withdraw at any time with no penalty by simply closing the web page.

**Why have I been asked to participate?**

You have been asked to take part because you have expressed an interest in this study via call for participants or social media. You have confirmed that you have secure internet access, you identify as either a male or a female, you are over the age of 18, and you are fluent in English.

We are aiming to recruit around 200 participants for this study.

**What information will be collected?**

The questions in this survey include demographic information (e.g., participant’s age, gender identity, ethnic origin, employment status, income, education and nationality). Various aspects of personality will be measured via a series of questionnaires and your consumer preferences will be examined. All data collected will remain anonymous.

Your email address will only be used to contact you for the specific purpose of the prize draw. It will not be shared with any third parties and will be stored in a separate location to your questionnaire responses. These email addresses will be deleted after the prize draw winner is selected.

Any results will only be published in aggregated form, i.e., it is not possible to identify any one person’s responses to the questionnaires.

**What are the possible benefits of taking part?**

Data from this study will provide valuable information to researchers and marketing companies about how personality affects consumer decisions.

You will have the opportunity to be entered into a prize draw to win one of the featured products from Axoloti.

**Are there any risks involved?**

There are **no significant risks** involved in this study beyond those you would encounter in everyday life.  We recommend that you complete the survey in private so that you feel able to be open and honest.

We have tried to ensure that the questions in this study do not cause any distress.  However, it is not uncommon to experience some anxieties or concerns when completing questionnaires.  If participating in this survey raises any issues for you, we recommend that you contact [www.samaritans.org](http://www.samaritans.org).

**What will happen to the information collected?**

All information collected for this study will be stored securely on a password protected computer and backed up on a secure server. In addition, all data will be pooled and only compiled into data summaries or summary reports. Only the research team and responsible members of the University of Southampton will have access to the raw data for monitoring purposes.

Once all data have been collected and any identifying data has been deleted, the anonymised data will be stored on the Open Science Framework.

Your email address will only be used to contact you for the specific purpose of the prize draw. It will not be shared with any third parties and will be stored in a separate location to your questionnaire responses. These email addresses will be deleted after the prize draw winner is selected. Any results will only be published in aggregated form, i.e., it is not possible to identify any one person’s responses to the questionnaires.

The information collected will be analysed and written up as part of the researchers’ dissertations.

**What happens if there is a problem?**

If you are unhappy about any aspect of this study and would like to make a formal complaint, you can contact the Head of Research Integrity and Governance, University of Southampton, on the following contact details: Email: [rgoinfo@soton.ac.uk](mailto:rgoinfo@soton.ac.uk), phone: + 44 2380 595058.

Please quote the Ethics/ERGO number above. Please note that by making a complaint you might be no longer anonymous.

More information on your rights as a study participant is available via this link:

<https://www.southampton.ac.uk/about/governance/participant-information.page>

**Thank you for reading this information sheet and considering taking part in this research.**

Please check this box to indicate that you have read and understood information on this form,

are aged 18 or over, speak fluent English, identify as either male or female, and agree to take part in this survey.